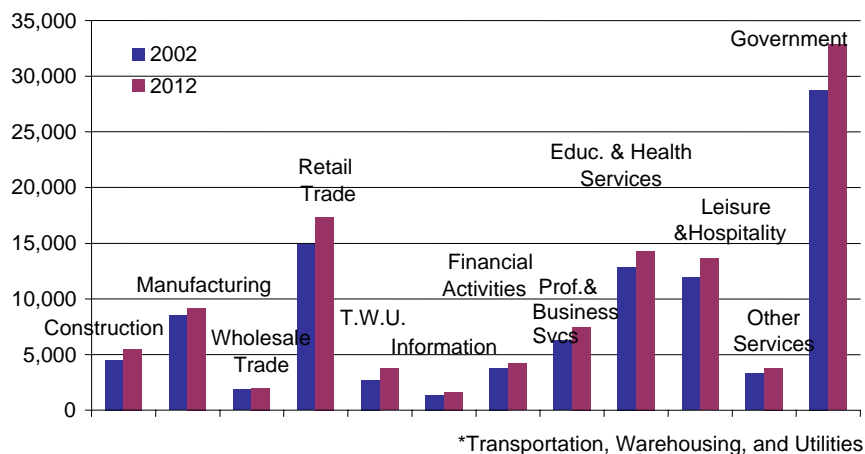


## North Coast Region Projection Highlights

### Industry

Nonfarm employment in the North Coast Region, which includes Del Norte, Humboldt, Lake and Mendocino counties, is expected to reach 116,570 by 2012, an annual growth rate of 1.5 percent. The region's growth rate is slightly below the statewide growth rate for the same period, estimated at 1.8 percent per year. The Government sector is expected to produce the largest number of new jobs, primarily due to growth in Local Education. The Retail Trade, Leisure and Hospitality, and Educational and Health Services sectors are expected to grow significantly also during the forecast period.

Below is a graph of the estimated 2002 and projected 2012 employment levels for the major industry sectors in the North Coast Region.



The fastest growth rate, measured by the annual percent growth, will occur in Transportation, Warehousing and Utilities at 3.8 percent per year. The Construction industry follows closely at 2.2 percent but the softening real estate market could slow this growth trend during the outlook period.

### Occupations

Occupational projections for the period 2002-2012 forecast:

- About 15,200 new jobs from industry growth,
- About 26,100 job openings from Net Replacements,
- A combined total of almost 41,300 job openings.

The 50 occupations with the most job openings are expected to generate 24,100 total job openings, about 58 percent of all job openings in North Coast Region during the 2002-2012 period. At the top of the list are various entry-level occupations such as Cashiers, Retail Salespersons, and Combined Food Preparation and Serving Workers, which pay less than \$10 per hour. Higher-skilled occupations requiring an associate degree or higher include Registered Nurses, Secondary School Teachers, General Managers.

The 50 fastest growing occupations are all expected to grow at an annual rate of 21 percent or more. Many of the occupations are in the Education, Construction, and Health fields. Most of the Education occupations require a bachelor's degree or higher. The Construction-related occupations require a minimum of 1-12 months on-the-job training.

